WORK-STUDY DIPLOMA IN EVENT MANAGEMENT

MODULE OBJECTIVES

Event Concept & Programme Curation

On completion of the module, trainees would be able to conceptualise events, identify stakeholder's objectives, needs and/or wants, and apply creative thinking to design event programme and/or curate the content.

Consumer Behaviour Analytics

On completion of the module, trainees should be able to determine how consumers' psychological needs, wants, perceptions and motivations impact decision-making in choice of commercial event/s and/or activity/ies. Using technology, they should be able to build customised event surveys and leverage on appropriate data analytics tool/s, generate relevant dashboard to provide consumer insights for decision-making and strategy implementation, and report for review and evaluation.

Event & Digital Marketing

On completion of the module, trainees should be able to leverage on digital platforms and channels to plan and execute event marketing campaign to meet the specific needs of an event. In particular, trainees should be able to leverage on web and/ or app-based event management technology applications and its data analytics capabilities for real-time audience engagement through online platform and various social media channels and market event programme/s or activity/ies to a targeted group of potential customers.

Quality Customer Experience Management

On completion of the module, trainees should be able to design quality customer experience, giving due consideration to unique cultural beliefs, values and behaviours of respective organisation. They should also be able to examine customer touchpoints at various platforms, identify service delivery gap/s, and design quality service programmes to improve customer experience. Trainees should be able to identify the three major perspectives on CRM: strategic, operational and analytical and be able to leverage on the various models of CRM to create and deliver value to targeted customers.

MICE & Event Experiences Creation

On completion of the module, trainees should be able to apply knowledge of MICE industry to plan and develop MICE programmes based upon market research, and coordinate operations and manage stakeholders, on-site activities and deploy resources to execute MICE event. They should also be able to develop risk management plans and manage workplace safety.

Facilities & Venue Management

On completion of the module, trainees should be able to identify different equipment, event venues and facilities for different functions and events, plan event equipment and facilities to optimize resources and yield the best return, understand green building technology and sustainable practices to ensure long-term business continuity. They should also be able to identify rising trends in facilities and venue management.

Event Project Management

On completion of the module, trainees should be able to conduct feasibility study of a project, coordinate project administration, apply project management skills to plan and implement events in

specific settings, ranging from MICE, arts, heritage, culture, corporate to community events. They should also be able to improve or enhance businesses or operations, particularly in the area of pre-event processes, seamless registration and integrated on-site event experiences through application or deployment of technology innovations.

Stakeholder & Volunteer Management

On completion of the module, trainees should be able to lead and manage teams and groups for events, understand and manage the needs and interests of various stakeholders as well as to engage and partner skilled volunteers and youth in developing interest group and volunteer management frameworks in support of event management business.

Integrated Assessment I

Integrated Assessment II

Company Project

On completion of the module, trainees should have applied their acquired competencies in an authentic project that would value-add to the company.